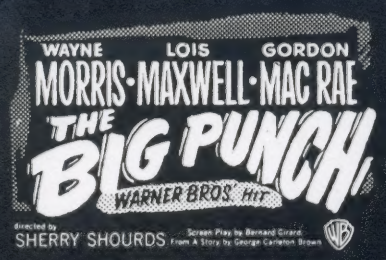
Mat 204 — 2 cols. x 7¾ inches (216 lines)

Both Ads On One Mat



1 col. x 1¼ inches (17 lines)

1 col. x 2⅛ inches (30 lines)

Official Billing

WARNER BROS.	50%
Pictures, Inc., Presents	5%
WAYNE MORRIS · LOIS MAXWELL · GORDON MacRAE	100%
in	
"THE BIG PUNCH"	100%
* * *	
Directed by Sherry Shourds	25%
* * *	
Screen Play by Bernard Girard	3%
From a Story by George Carleton Brown	2%
* * *	
A Warner Bros.-	5%
First National Picture	2%

Mat 203 — 2 cols. x 6½ inches (180 lines)

This ad also in three-column size. See page 4.

SIX-SHEET

See other Posters and Accessories on Back Cover. ←

CAMPAIGN MATERIAL · FROM WARNER BROS.

WAYNE MORRIS IN FIGHTING ROLE

Wayne Morris, more than any other screen star, perhaps, represents the personification of youth and high spirits to the average audience. Since returning from service in the U.S. Navy, where he piled up an enviable fighter pilot record, Morris has demonstrated a more mature talent in his roles.

In his latest starring vehicle, Warner Bros.' "The Big Punch", drama of a two-fisted minister, which opens next Friday at the Strand Theatre, Morris heads toward an entirely new screen reputation. The role gives him a chance to shine in a forceful drama of a vicious racket.

WAYNE MORRIS
Still 695-14 *Mat 1C*

THE CAST

Chris Thorgenson	WAYNE MORRIS
Karen Long	LOIS MAXWELL
Johnny Grant	GORDON MacRAE
Midge Parker	Mary Stuart
Con Festig	Anthony Warde
Angel Panzer	Jimmy Ames
Milo Brown	Marc Logan
Ed Hardy	Eddie Dunn
Sam Bancroft	Charles Marsh

CREDITS

Produced by Saul Elkins. Directed by Sherry Shourds. Screen play by Bernard Girard; from a story by George Carleton Brown. Director of Photography, Carl Guthrie, A.S.C. Art Director, Charles H. Clarke. Film Editor, Frank Magee, Sound by Charles Lang. Dialogue Director, John Maxwell. Special Effects by William McGann, Director; H. F. Koenekamp, A.S.C. Set Decorations by William Wallace. Technical Advisor, Clair B. Gahagen, D.D. Makeup Artist, Pere Westmore. Music by William Lava. Orchestral Arrangements by Charles Maxwell. Musical Director, Leo F. Forbstein. Assistant Director, Elmer Decker.

THE STORY

Wayne Morris, crack all-around athlete at a divinity school, is graduating and is approached by a crooked fight promoter played by Anthony Warde, to turn professional. Gordon MacRae, a fighter, is about to be shelved and Warde wants to replace him with the famous college star. Morris refuses the shady offer and goes to his first calling. MacRae crosses up his boss by winning a fight he was supposed to throw. A murder charge is then pinned on him, and MacRae is forced to leave town.

He next turns up in the same community where Morris is now preaching. He meets the townsfolk including Lois Maxwell. He likes it there until his old cronies turn up, including Mary Stuart, one of his former girl friends. She tries to blackmail him but fails when Morris steps down from his pulpit long enough to help the police clear up the case. MacRae packs his bag and travels on, leaving Lois and Morris together.

(Running time: 80 minutes)

'The Big Punch' Comes With Three Big Stars

Hard-fisted action abounds in Warner Bros.' new drama, "The Big Punch", which stars Wayne Morris, and two newcomers, Lois Maxwell and Gordon MacRae, opening today at the Strand Theatre. Morris participates in some neat fisticuffs in the drama which moves from a college campus to the pulpit in a small town. There is also a running-thread of underworld violence in the tale. Sherry Shourds bows in as a feature director with this swift-moving tale.

LOIS MAXWELL
Still 695-610 *Mat 1D*

Lois Maxwell Reached Hollywood Via London

Lois Maxwell, remembered for her role as the school teacher in "That Hagen Girl", has the leading feminine assignment in Warner Bros.' newest drama, "The Big Punch", coming soon to the Strand Theatre. Canadian-born, this personable young actress, was discovered in London by a Warner scout, and brought to Hollywood immediately. She shares honors with Wayne Morris and the newcomer, Gordon MacRae in "The Big Punch" coming Friday.

GORDON MacRAE GOES DRAMATIC

Gordon MacRae stares with a hostile eye when he's referred to as a crooner.

"I don't croon," Warner Bros.' newest star, who appears in "The Big Punch", coming soon to the Strand Theatre, declares in an emphatic tone. "I belt out a song."

"And in my acting performance as they come along, I want to belt those out too. Like Humphrey Bogart."

MacRae's off to a running start. For his first assignment in "The Big Punch", he plays a fighter who almost goes wrong.

"Want to hear something?", he asked. "I don't sing a note in this one."

GORDON MacRAE
Still GM-15 *Mat 1B*

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